

High-Impact Sales Strategy in a Digital World

Driving Revenue and Profit Growth

ACADEMIC DIRECTOR: Mike Moorman

TOPIC OVERVIEW — LIVE VIRTUAL FORMAT

This live virtual program will be offered in half day sessions and will include regular breaks and significant interaction with faculty and other participants. All times are Central Time.

WEEK 1	DAY 1: Monday	DAY 2: Tuesday			
Early Morning	8:00am - 8:30am CT Course Introduction Moorman	8:00am - 10:30am CT Channel Strategy In the Digital Age DeSarbo The Impact of Digital on Sales Mehr			
Mid-Morning	8:30am - 10:15am CT Rethinking Segmentation and Growth Strategy Luzardo				
Late Morning	10:15am - 12:00pm CT Building a Winning B2B Value Proposition Joyce		10:30am - 12:15pm CT Modernizing the Sales Process for Today's Selling Environment Luzardo		
WEEK 2	DAY 3: Monday	DAY 4: Tuesday			
Early Morning	8:00am - 10:15am CT Sales Force Design for Strategic Advantage Moorman	8:00am - 10:30am CT Indirect Channel Design and Programs for Strategic Advantage DeSarbo			
Late Morning	10:15am - 12:00pm CT Approaching Key Account Management As a Business Strategy Moorman	10:30am - 12:15pm CT The Other 80% — Implementation Issues and Insights Moorman			
Early Afternoon		12:15pm - 1:00pm CT Panel Discussion and Wrap-Up Moorman, DeSarbo, Luzardo, Joyce			

Learn more and apply:
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